

## UVODNIK

Poštovani čitatelji,

Ovaj broj *Acta Turistica* fokusiran je dominantno na problematiku iz područja sportskog turizma. Razlog tome je taj što je Ekonomski fakultet Sveučilišta u Zagrebu početkom travnja ove godine bio domaćin međunarodne znanstvene konferencije STC'16 „Sport Tourism: Red, Blue and Green Strategies”. S obzirom na važnost koju je sportski turizam dosegao danas u svijetu, uredništvo je odlučilo objaviti tri rada koji su se svojom kvalitetom posebno izdvojili na konferenciji. Sva tri rada prošla su dodatni recenzijski postupak, prema pravilima uređivačke politike *Acta Turistica* te su doručeni i prošireni prema sugestijama recenzenata. Vjerujemo da će Vas zasigurno zaintrigirati rad u kojem se autori bave problematikom terminologije koja se danas koristi u domeni sportskog turizma, propituju postojeće definicije sportskog turizma te problematizira i sama kategorizacija sportskog turizma. Autori su imali za cilj predložiti novi okvir za istraživanje tog specifičnog oblika turizma, a na vama je dragi čitatelji da prosudite koliko su u tome uspjeli. Ako nekoga od vas ovaj rad potakne na drugačija promišljanja, rado ćemo objaviti sve vaše konstruktivne i znanstveno argumentirane primjedbe.

Druga dva rada orijentirana su na dvije različite vrste destinacija i na različitu ulogu sportskog turizma u tim destinacijama. U radu pod naslovom *Sport City Branding of a Mid-size City in Finland* autori, koristeći primjer grada Jyväskylä-e u središnjoj Finskoj, svojim nalazima istraživanja sugeriraju na koji način sport te posebno sportska događanja mogu postati jednim od najvažnijih elemenata u brandiranju imidža određenoga grada. U drugom radu autori istražuju vrstu ponude sportskog turizma u manje razvijenoj planinskoj destinaciji u Hrvatskoj, u Gorskom kotaru. Iako je istraživanjem utvrđeno da se tijekom jedne godine provodi velik broj različitih sportskih aktivnosti koje rezultiraju i dvostruko većim brojem sportskih događanja, nedostaje koordi-

## EDITORIAL

Dear readers,

This issue of *Acta Turistica* focuses primarily on the area of sport tourism. The reason lies in the fact that at the beginning of April the Faculty of Economics and Business of the University of Zagreb hosted the international scientific conference STC'16 entitled “Sport Tourism: Red, Blue and Green Strategies”. Given the prominence that sport tourism holds in the world, the Editorial Board has decided to publish three most outstanding papers presented at the conference. All three papers, having undergone the additional review process according to the editorial policy of *Acta Turistica*, have been amended and extended according to the peer reviewers' proposals. We believe that you will certainly be intrigued by the paper dealing with the issues of terminology that is used in sport tourism today, scrutinising the current definitions of sports tourism, and questioning the very categorisation of sport tourism. The authors' aim was to propose a new framework for researching that specific form of tourism and you, dear readers, are invited to judge how successful they have been. If anyone feels challenged to offer alternative considerations, we shall be more than glad to publish your constructive and scientifically plausible observations.

The other two manuscripts are directed to two different kinds of destinations and roles of sport tourism in those destinations. Under the title *Sport City Branding of a Mid-size City in Finland* the authors present their research findings on the city of Jyväskylä in central Finland and propose how sports and particularly sports events can become one of the most significant elements in branding a city's image. The authors of the latter paper investigate the type of sport tourism supply in a lesser-developed Croatian mountain destination, the Gorski kotar. Although this investigation has established a high number of different sports activities during the year resulting in twice as many sports events, what it seems to lack is the

nacija tih aktivnosti među različitim dionicima s ciljem unaprjeđenja razvoja ne samo sport-skog turizma u toj destinaciji.

Kako sportski sadržaji u mnogim destinacijama u svijetu predstavljaju dio i te kako atraktivne materijalne kulturne baštine, rad koji analizira specifičnosti procesa vrednovanja kulturne baštine u turizmu tematski se u potpunosti uklapa u ovaj broj *Acta Turistica*. S obzirom da je upravljanje kulturnom baštinom iznimno kompleksan proces, autorica naglašava potrebu interdisciplinarnog pristupa procesu vrednovanja. Nadam se da će i ovaj rad potaknuti nekoga od vas na daljnje propitivanje ekonomskih i neekonomskih procesa vrednovanja materijalne kulturne baštine.

I na kraju, kao i svake godine, donosimo osvrt studenata na 11. intenzivni modul edukacije studenata smjera turizam, pod nazivom ITHAS (International Tourism & Hospitality Academy at Sea) u kojem je ove godine sudje-lovalo 88 studenata i profesora iz 15 zemalja svijeta. Njihovi komentari najveća su mi nagrada i inspiracija da i dalje ustrajem u organizaciji ovog jedinstvenog multinacionalnog i multikulturalnog iskustvenog učenja.

Vaša,  
*Prof. dr. sc. Nevenka Čavlek*  
*Glavna i odgovorna urednica*

coordination of these activities among the different stakeholders that would focus on further development of not only sport tourism but of the entire destination.

As sport activities in many destinations worldwide represent a part of momentarily attractive cultural heritage, the paper analysing the particularities of the process of evaluation of cultural heritage in tourism fits perfectly in this issue of *Acta Turistica*. Since the management of cultural heritage is an exceptionally complex process the author emphasises the need for interdisciplinary approach in the evaluation process. I trust that this manuscript will prompt some of you to undertake further inquiries into the economic and non-economic processes involved in evaluating cultural heritage.

And finally, as every year, we bring you the students' reviews of 11<sup>th</sup> intensive educational module for tourism ITHAS (International Tourism & Hospitality Academy at Sea) which involved 88 students and professors from 15 countries this year. Their comments are my greatest reward and inspiration to persevere in organising this unique multinational and multicultural educational programme.

Yours,  
*Professor Nevenka Čavlek*  
*Editor-in-Chief*